

FIG. 2

24

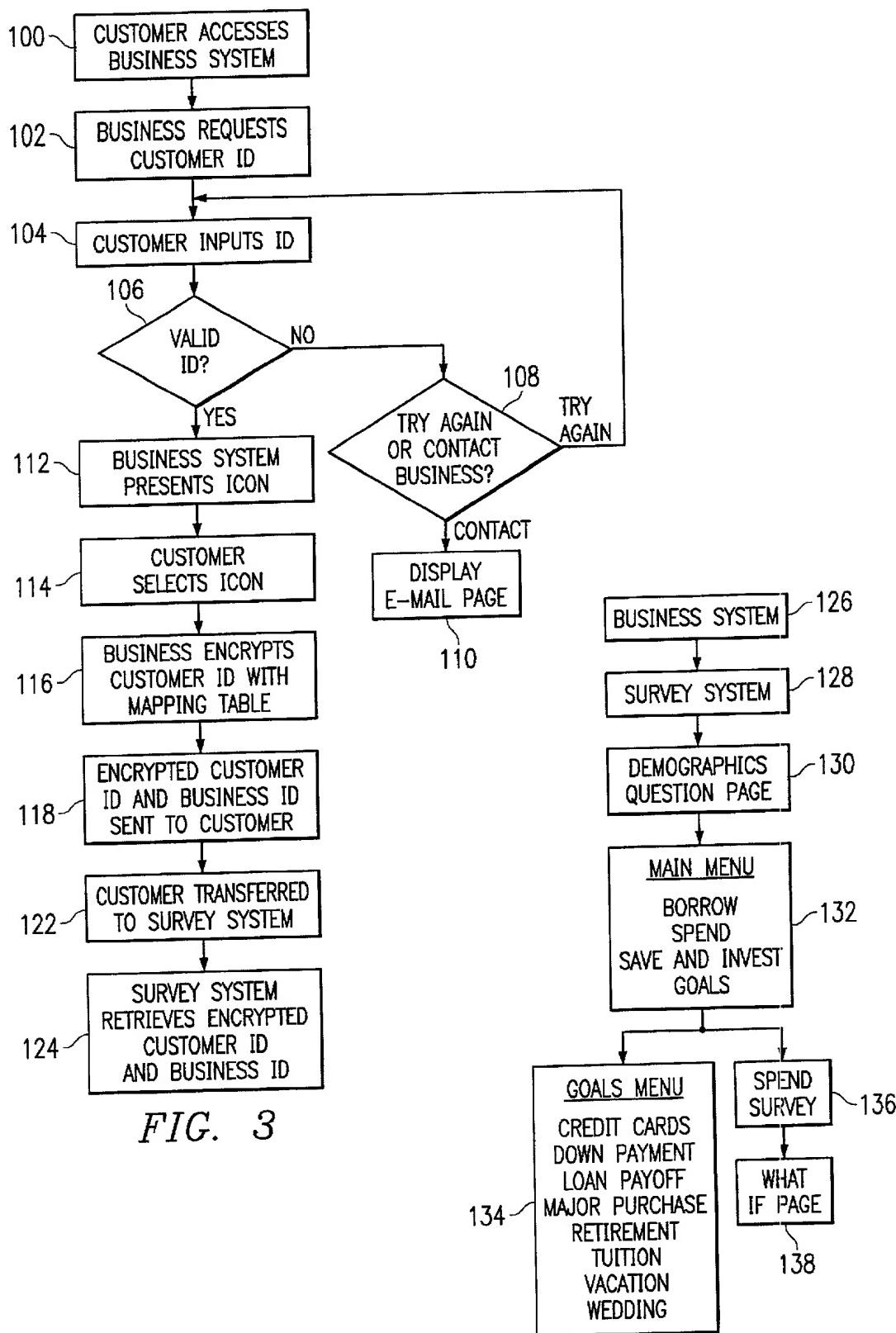


FIG. 3

FIG. 4a

FIG. 4b

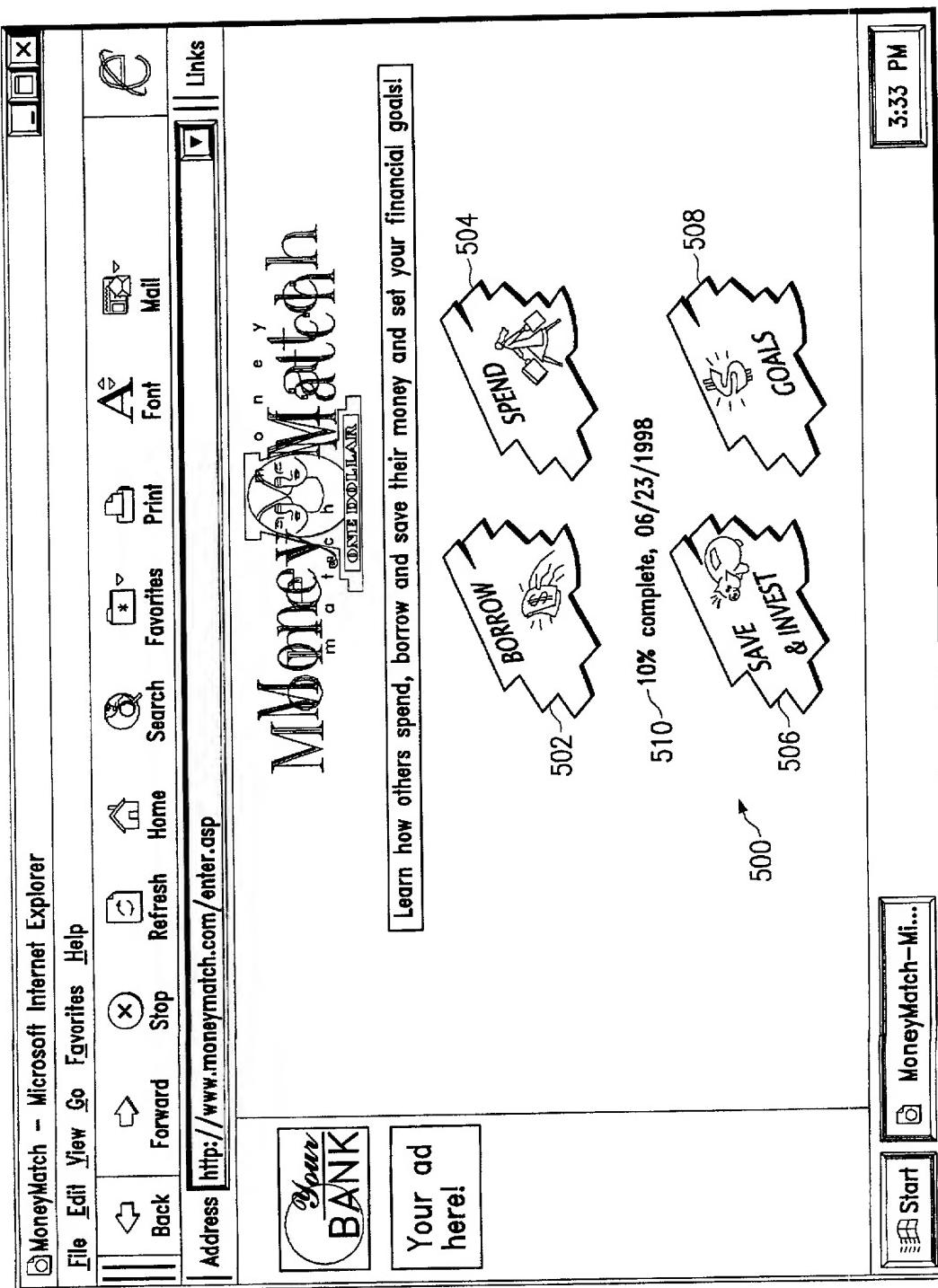


FIG. 4C

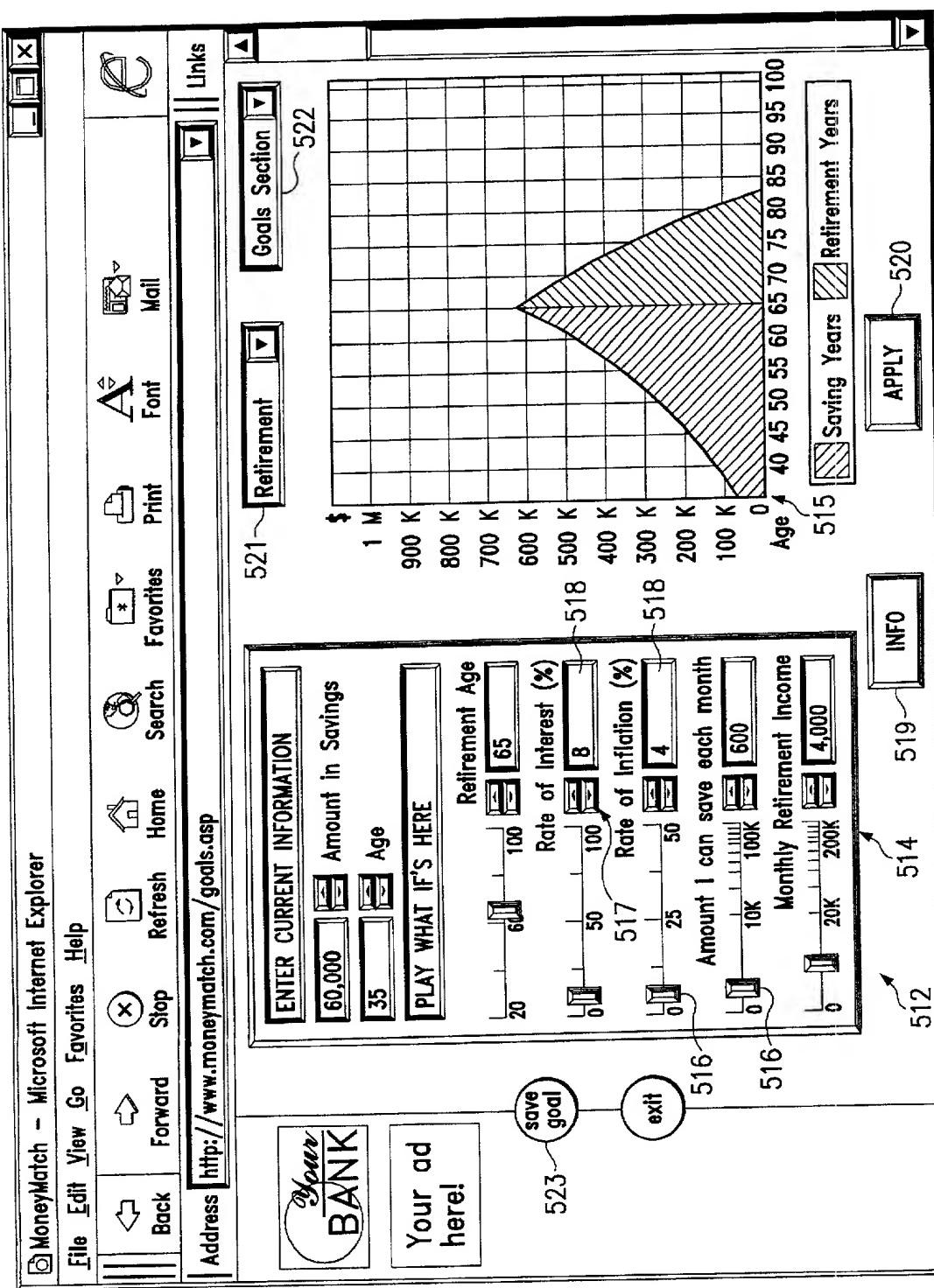


FIG. 4d

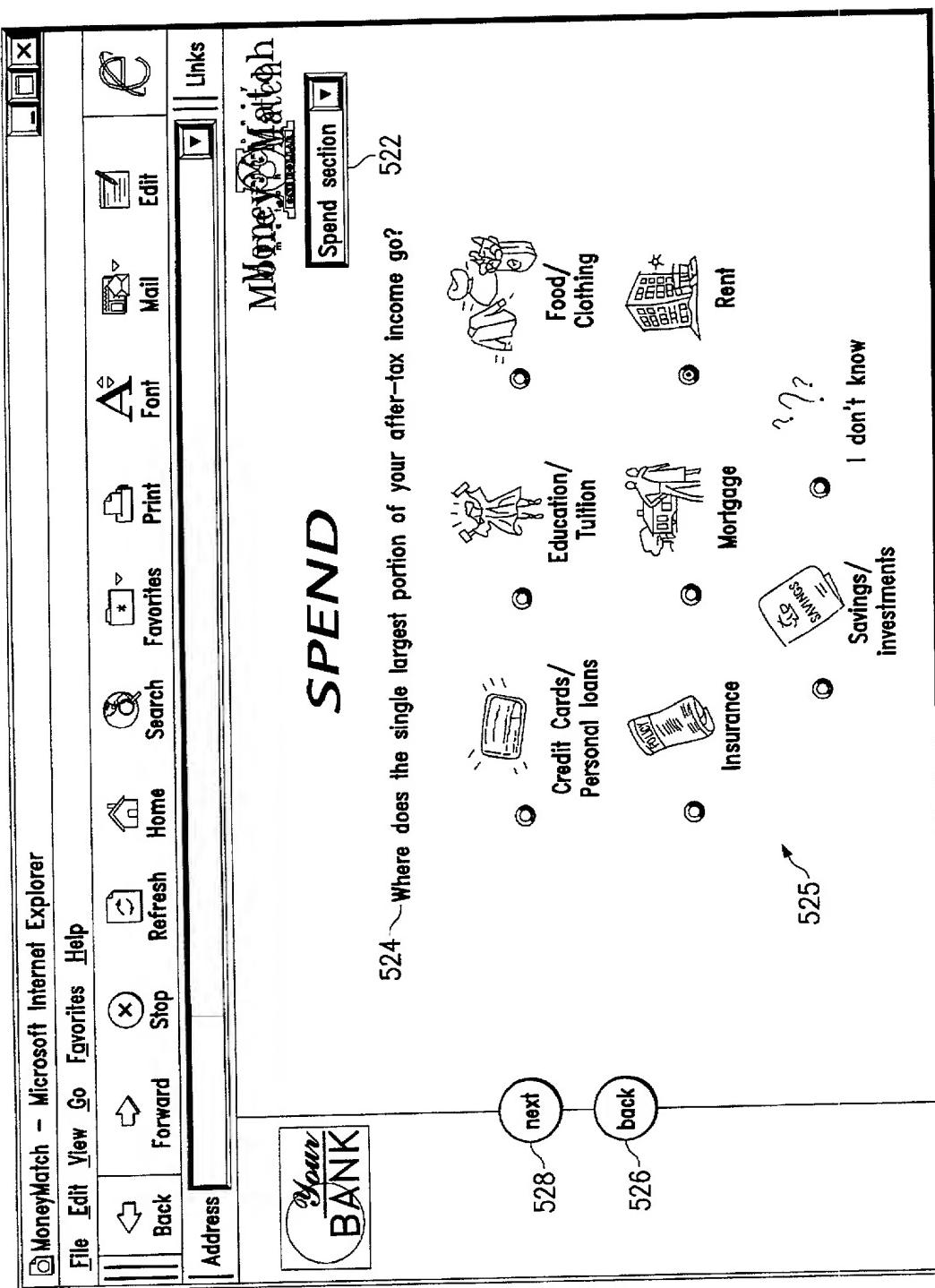


FIG. 4e

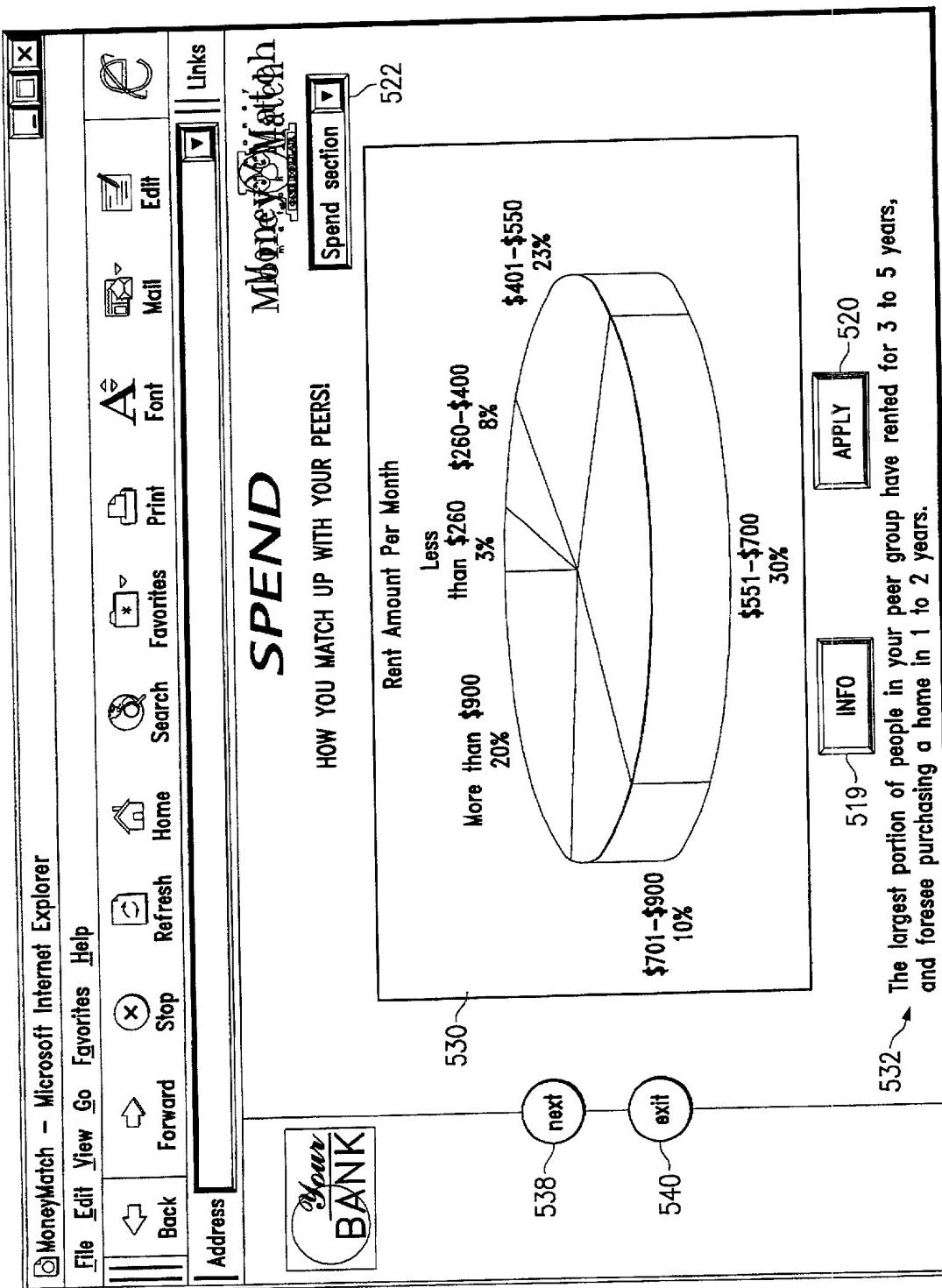
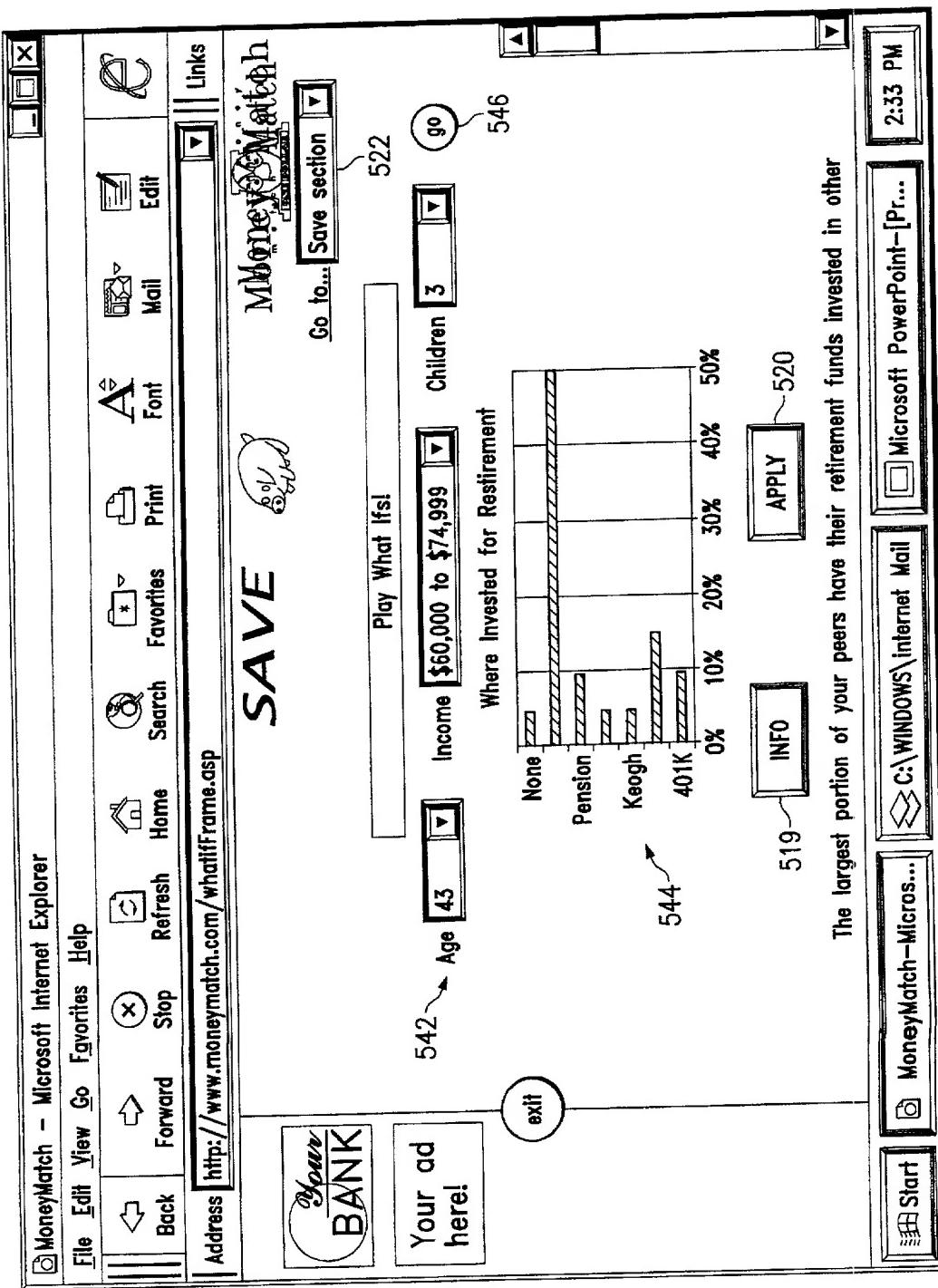


FIG. 4f



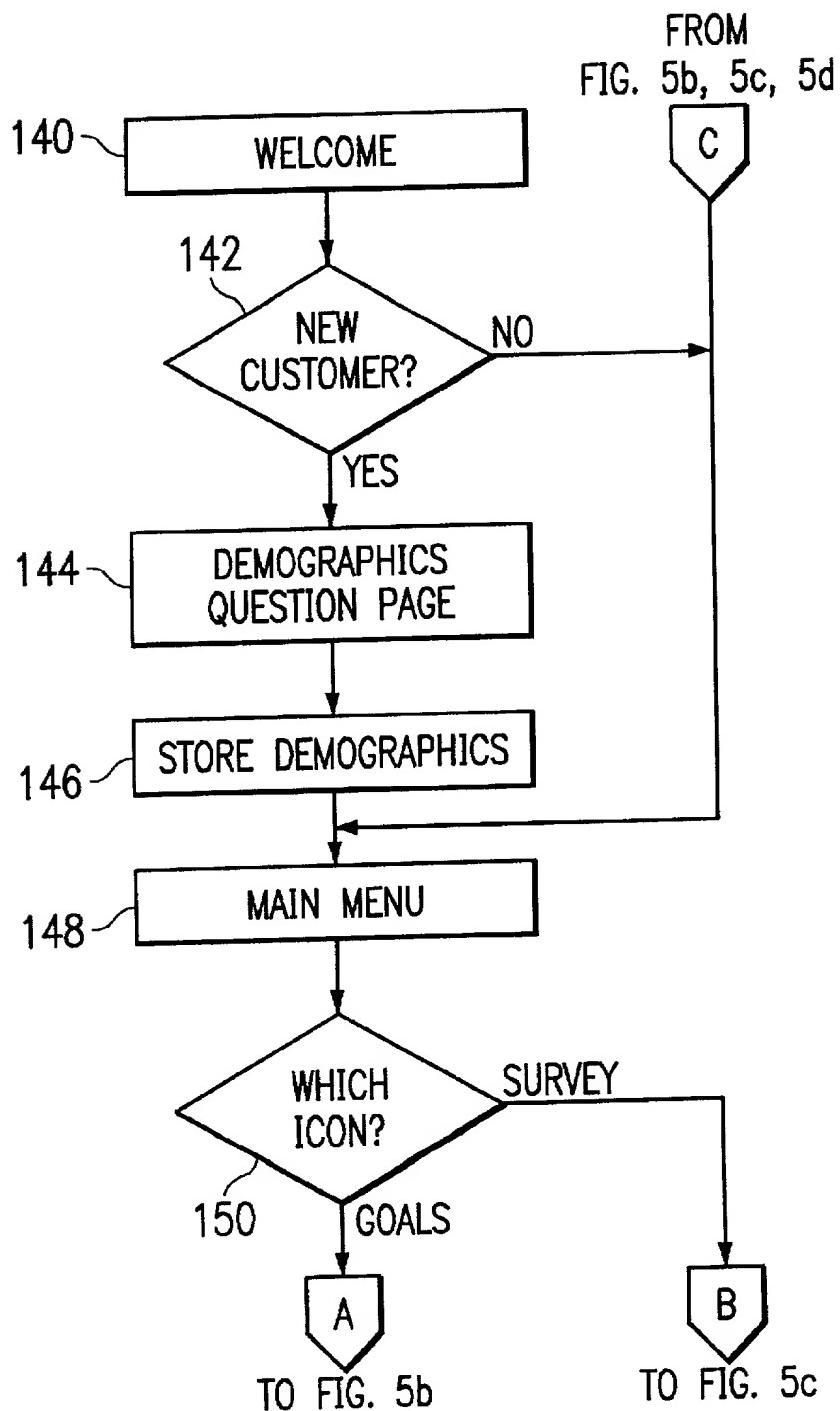


FIG. 5a

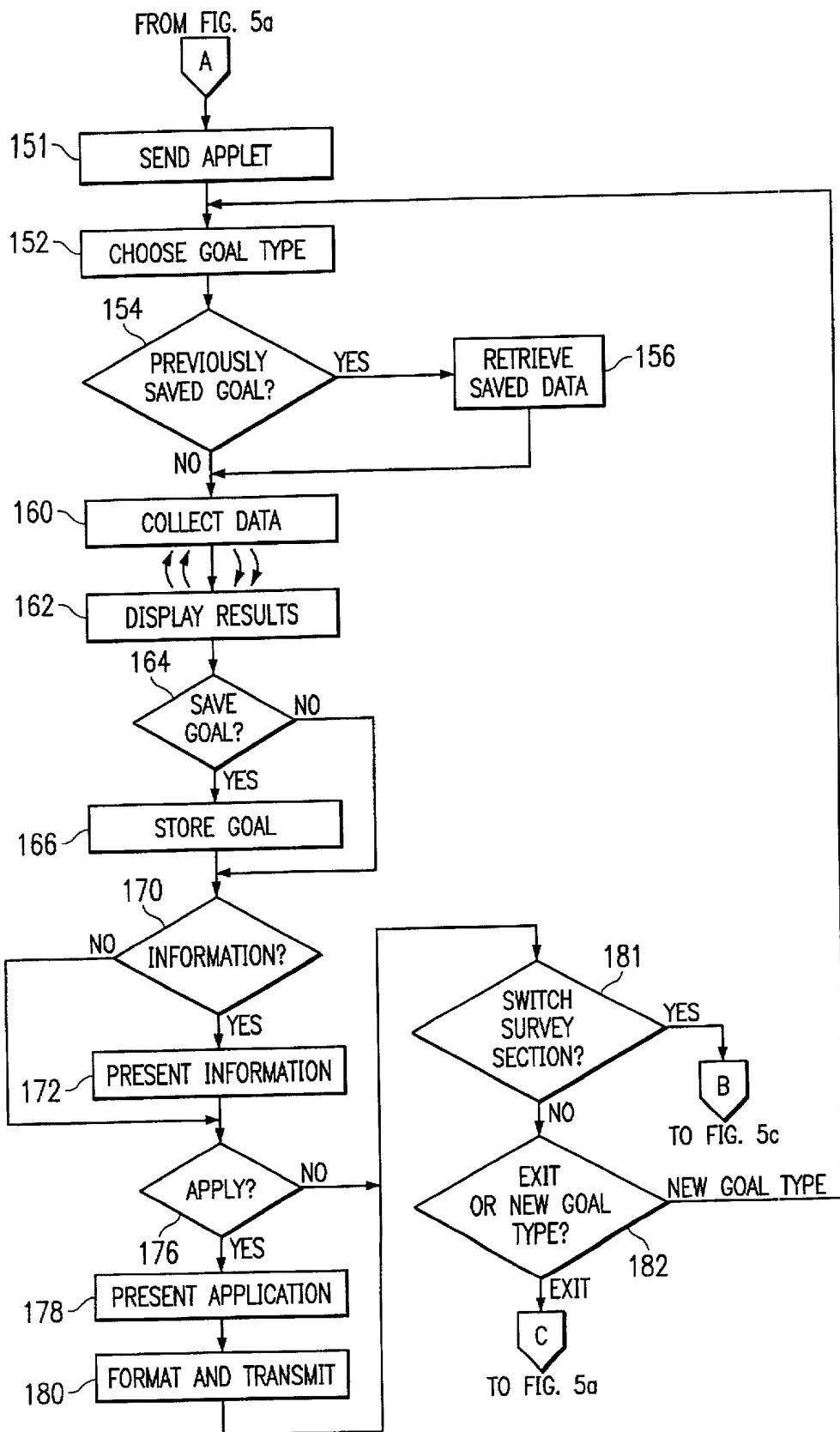


FIG. 5b

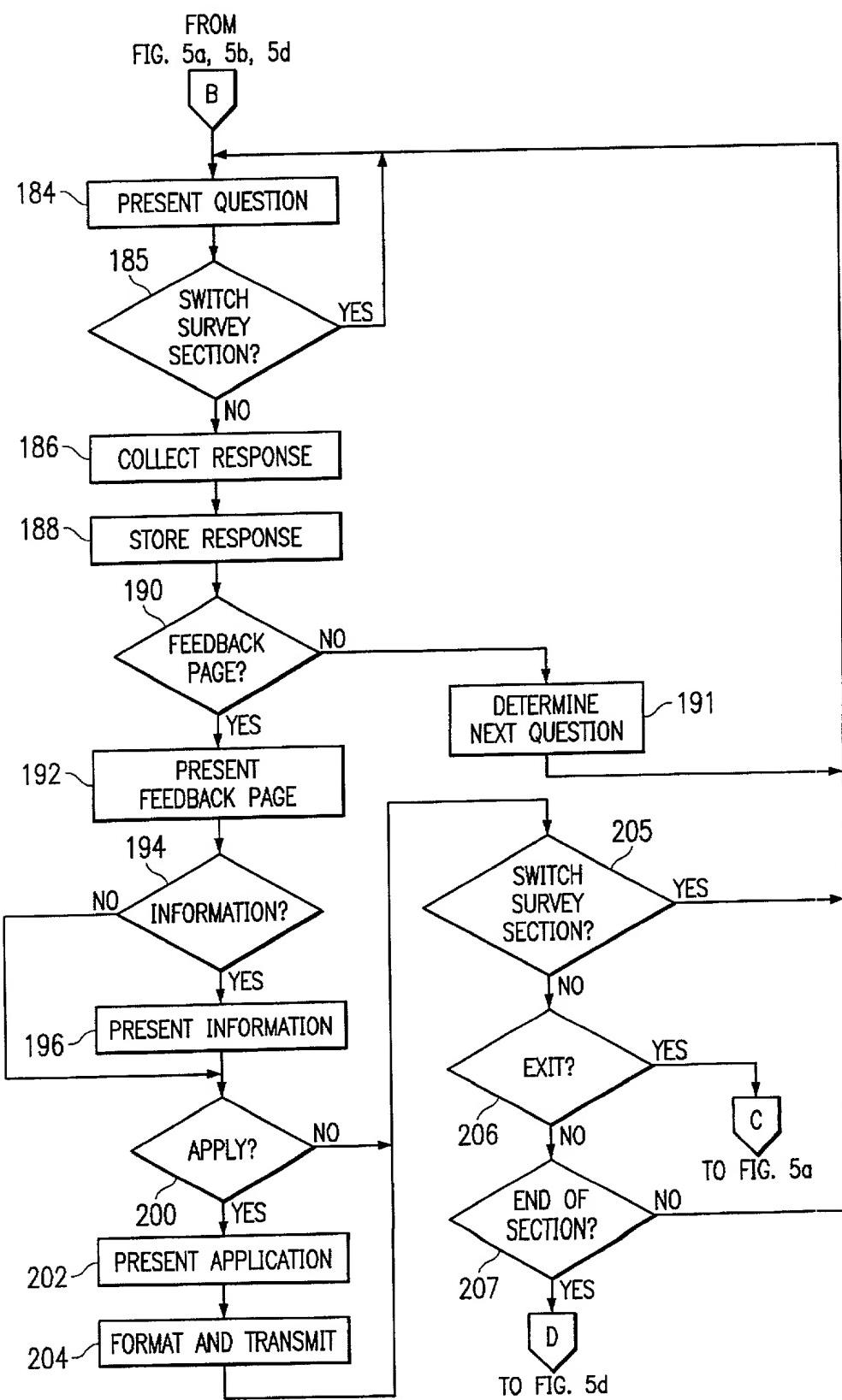


FIG. 5c

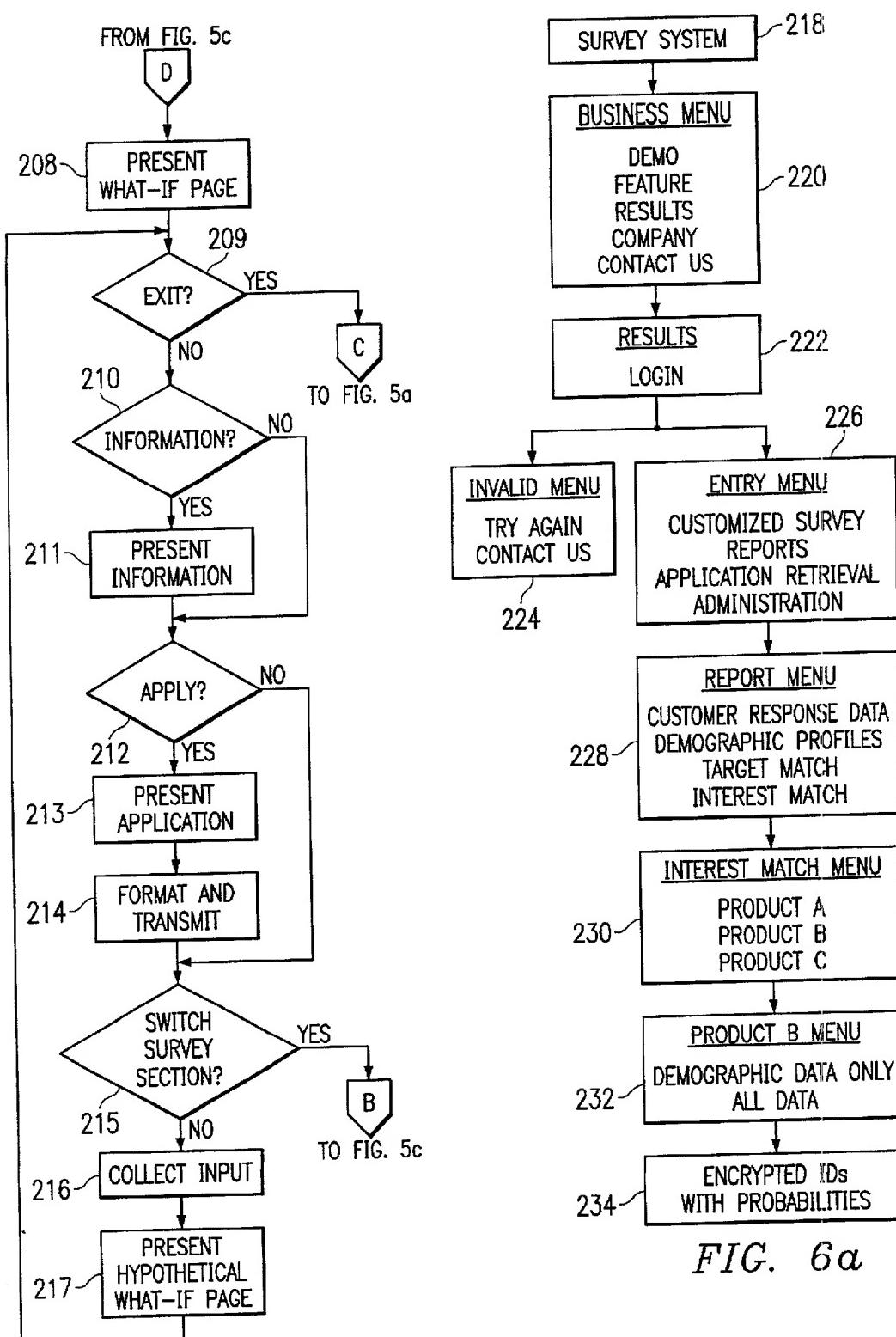
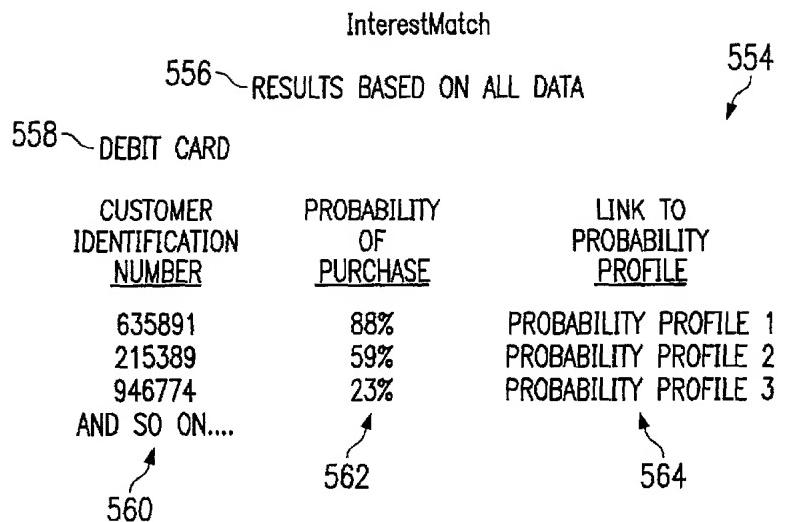


FIG. 5d



[NOTE: INDIVIDUALS WHO ANSWERED THEY ALREADY HAVE THIS TYPE OF PRODUCT/SERVICE ARE NOT INCLUDED IN THE REPORT]

PROBABILITY PROFILES:

<u>PROFILE NUMBER</u>	<u>PROBABILITY</u>	<u>PROFILE DESCRIPTION</u>
1	88%	NUMBER OF CHILDREN <= 1 INCOME <= \$59,999 ENJOY TRACKING INVESTMENTS = VERY MUCH DREAM CAR = SPORTS CAR OR SPORT UTILITY VEHICLE
2	59%	GENDER = FEMALE EDUCATION = POST GRADUATE DEGREE VEHICLES = AMERICAN AND FOREIGN VEHICLES = LEASED CREDIT CARD BALANCE = PAY OFF EACH MONTH
3	23%	NEIGHBORHOOD = SUBURB OR RURAL CHILDREN => 3 INCOME SOURCE = PENSION VEHICLES = AMERICAN HOBBY SPENDING = \$250 TO \$500 PER MONTH

566

Arrows point from '567' to '3', '568' to '23%', and '570' to '566'.

FIG. 6b

600



PRODUCT	THIS MONTH			THIS YEAR		
	INFO	APPLY	SUBMIT	INFO	APPLY	SUBMIT
CREDIT CARDS	4	1	0	10	5	2
LOANS	0	0	0	2	2	1
TYPE OF VEHICLES	2	3	0	7	7	1
LEASED VEHICLES	0	0	0	0	0	0
PURCHASED VEHICLES	0	0	0	0	0	0
VEHICLES	1	0	0	1	0	0
NO VEHICLES	0	0	0	0	0	0
SPENDING	1	1	0	4	1	0
RENT	0	0	0	0	0	0
MORTGAGE	0	0	0	1	0	1
USE OF INCOME	0	0	0	1	31	29
METHOD OF PAYMENT	1	1	0	1	3	1
CREDIT CARDS	0	0	0	0	0	0
DEBIT CARDS	0	0	0	0	0	0
CLUBS	0	0	0	0	0	0
HOBBY	0	0	0	0	0	0
CLOTHES SHOPPING	0	0	0	0	0	0
RETIREMENT PLANS	1	0	0	1	0	0
SAVINGS	4	4	0	4	4	0
APPROACH INVESTMENTS	0	0	0	0	0	0
LEVEL OF RISK	0	0	0	0	0	0
TRACK INVESTMENTS	0	0	0	0	0	0
SAVINGS	0	0	0	0	0	0
GOALS	2	1	0	3	2	1

FIG. 6c

FIG. 6d

